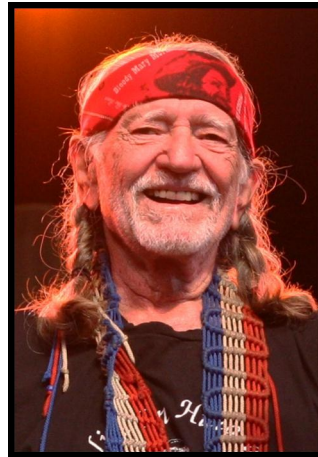


Mayo Civic Center

2011 Annual Report



Darius Rucker
November 6, 2011



Willie Nelson & Family
April 16, 2011



Sheryl Crowe
100 Miles from Memphis Tour
May 8, 2011



Lucinda Williams
May 18, 2011



Atmosphere
February 25, 2011

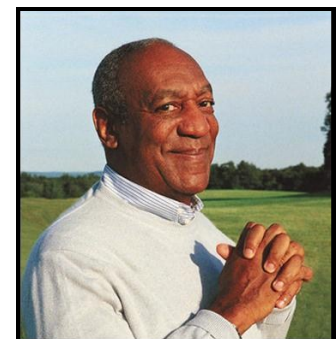


2011

Concerts & Entertainment	66
Conventions	35
Sporting Events	19
Corporate Events	6
Mayo Clinic Events	17
One-day Meetings & Social Events	182
Tradeshows/Public Consumer Shows	22



Riverdance
February 3, 2011

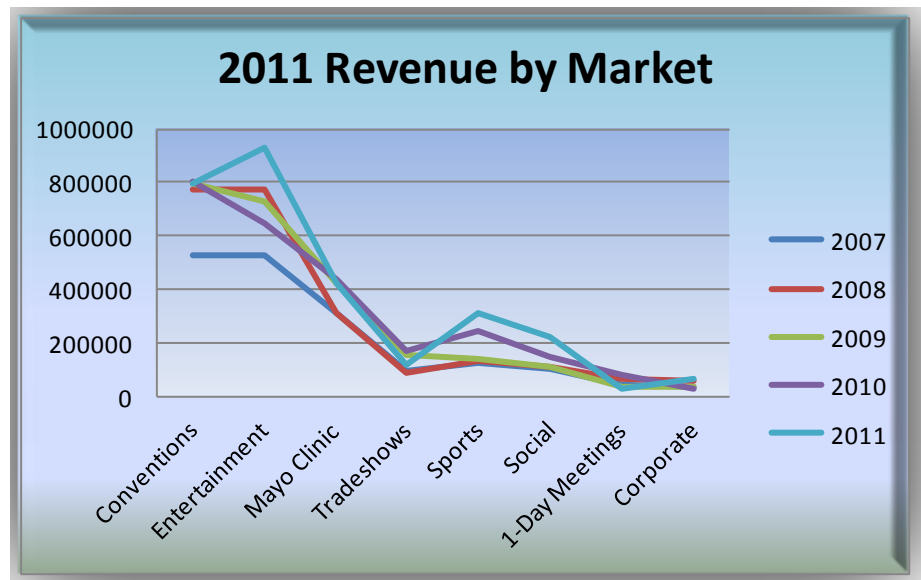


Bill Cosby
September 30, 2011





Mayo Clinic Transform
September 10-14, 2011



Pope and Young Club Convention
April 7-9, 2011



Square Dance Federation of Minnesota
June 10-12, 2011



Roller Girls
"The Med City Massacre"
August 6, 2011

2011 Objectives

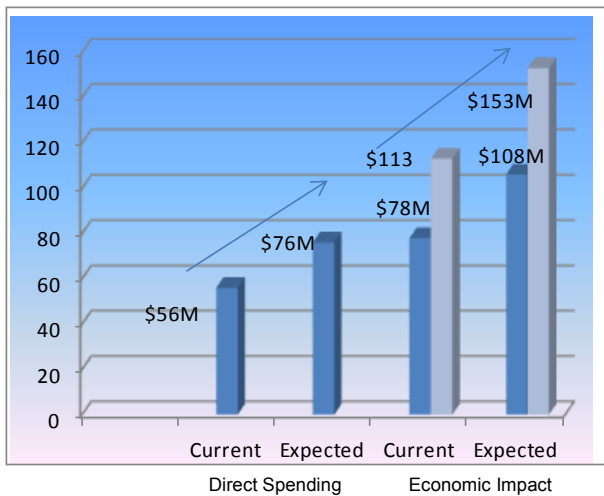
- Secure State bond for construction of expansion - incomplete
- Generate positive economic impact for Rochester by hosting a minimum of 1,400 events days - 2,117 actual event days
- Meet quarterly/monthly with MCC Advisory Committee - complete
- Determine customer satisfaction with post-event surveys - complete
- Continue key partnerships with Mayo Clinic, Convention & Visitors Bureau, Amateur Sports Commission, and Rochester Arts Council - continued and ongoing
- Maintain facilities and equipment - complete
- Generate sufficient revenue to support/exceed operational expenses - revenue generated equaled 83.3% of expenses

Mayo Civic Center

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MCC Expansion Financial Projections Direct Spending / Economic Impact



Proposed Mayo Civic Center Expansion

2011 Community Events

- Down by the Riverside Concert Series
- Rochester Civic Music's Riverside Live Season
- Rochester Symphony Orchestra & Chorale Season
- Children's Dance Theatre
- Baccalaureate
- Allegro School of Dance
- Hiawatha Home's Festival of Trees
- Rotary / US Bank Annual Holiday Classic Basketball Tournament
- Allegro School of Dance
- Janet Lang Dance Studio
- Certified Tourism Ambassador Training
- Celebration of a City Monthly Board Meetings
- The Dress Event
- Med City Marathon
- Rochester Dance Company
- MN National Guard Family Preparation Academy
- Booker Mini Foundation Fundraiser
- Seheung city - City of Rochester Partner

2011 Statistics

Total attendance.....308,156
Number of events.....399
Number of event days.....2,117

Budgeted Revenue.....\$3,069,650
Actual Revenue.....2,837,943
Variance.....231,707

Budgeted Expenses.....3,868,322
Actual Expenses.....3,631,104
Variance.....237,218

Budgeted Tax Support798,672
Actual Tax Support.....793,161
Variance.....5,511

MCC Ticketing

	Tickets Sold	Gross
- Ticketmaster	51,606	\$1,597,719
- Daily admission	59,382	315,929

Ticketmaster

Average Ticket Price\$30.96
Internet purchases.....26%
Phone purchases.....3%
MCC Box Office purchases.....53%
Secondary Box Office purchases8%
Facility fee (revenue) \$1 per ticket).....\$55,465